

- 37 -

CLAIMS

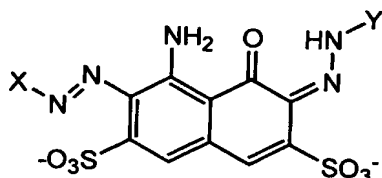
1. A laundry treatment composition which comprises a
surfactant and from 0.0001 to 0.02 wt% of a photostable
acid dye which has a substantivity to non-mercerised
cotton in a standard test of at least 8% but has a
substantitivity to nylon of less than 5%, wherein the
standard test involves a solution of dye being prepared
such that the solution has (i) an optical density of 1
(5 cm pathlength) at the maximum absorption of the dye
in the visible wavelengths, (ii) a sodium lauryl alkyl
benzene sulphonate surfactant concentration of 0.3 g/l,
(iii) inorganic non-surfactant salt concentration of
1.1 g/l, (iv) under wash conditions of a liquor to
cloth ratio of 45:1, temperature of 20°C, soak times of
45 minutes, and an agitation time of 10 minutes.
2. A composition as claimed in any preceding claim, which
is a laundry detergent composition, preferably a
particulate laundry detergent composition.
3. A composition as claimed in any preceding claim, which
is a laundry fabric conditioner.
4. A composition as claimed in any preceding claim,
wherein the treatment composition has a pH of from 7 to
11.
5. A composition as claimed in any preceding claim,
wherein the surfactant is a non-soap surfactant.

- 38 -

6. A composition as claimed in claim 5, wherein the surfactant is an anionic or cationic surfactant.
7. A composition as claimed in claim 6, wherein the surfactant is an anionic surfactant, preferably C₈-C₁₅ linear alkyl benzene sulphonate.
8. A composition as claimed in any preceding claim, which comprises from 5 to 60 wt% of surfactant.
9. A composition as claimed in any preceding claim wherein the dye has a peak absorption wavelength on cotton of from 550nm to 650nm, preferably from 570nm to 630nm.
10. A composition as claimed in any preceding claim, wherein the dye comprises a combination of dyes which together have the visual effect on the human eye as a single dye having a peak absorption wavelength on cotton of from 540nm to 650nm, preferably from 570nm to 630nm.
11. A composition as claimed in any preceding claim, which comprises from 0.0005 to 0.01 wt% of the dye, preferably from 0.001 to 0.01 wt%.
12. A composition as claimed in any preceding claim, wherein the dye is an azo dye.
13. A composition as claimed in any preceding claim, wherein the dye is selected from acid red 17, acid blue 29, acid black 1 or mixtures thereof.

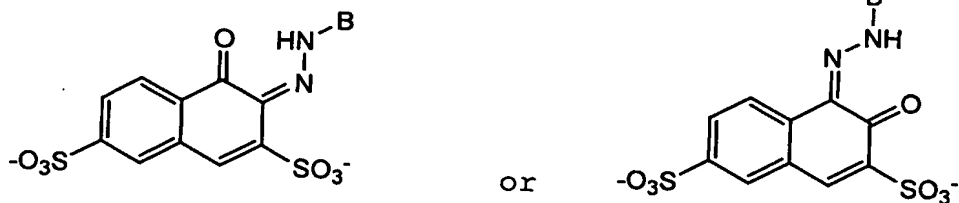
- 39 -

14. A composition as claimed in claim 1 wherein the dye is selected from the group comprising blue and violet acid dyes of structure



where at least one of X and Y must be an aromatic group, preferably both, the aromatic groups may be a substituted benzyl or naphthyl group, which may be substituted with non water solubilising groups such as alkyl or alkyloxy or aryloxy groups, X and Y may not be substituted with water solubilising groups such as sulphonates or carboxylates, most preferred is where X is a nitro substituted benzyl group and Y is a benzyl group.

15. A composition as claimed in claim 1 wherein the dye is selected from the group comprising red acid dyes of structure



where B is a naphthyl or benzyl group that may be substituted with non water solubilising groups such as

- 40 -

alkyl or alkyloxy or aryloxy groups, B may not be substituted with water solubilising groups such as sulphonates or carboxylates.